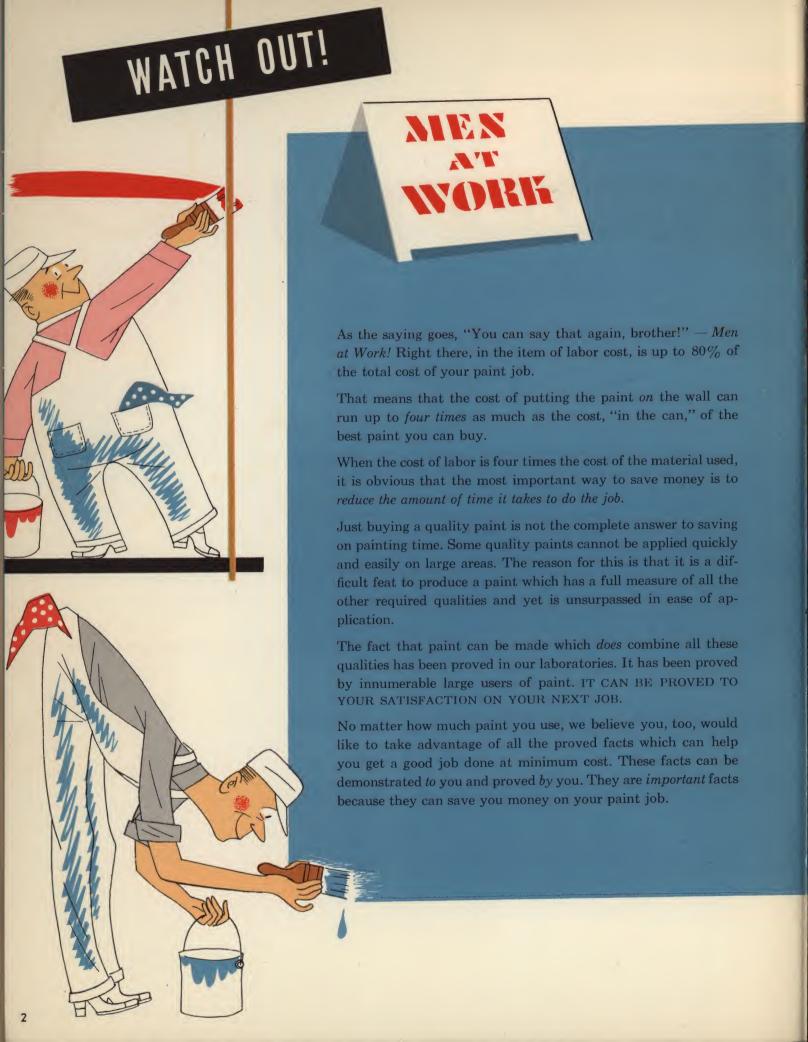


IT IS EASY TO DO

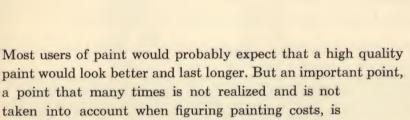
The aim of this booklet is to help reduce the annual cost of painting the interiors of buildings such as hotels, apartments, schools, hospitals, stores, and offices.

If you will do the few simple things which will be suggested here, you will reduce your painting costs. There is no magic involved. All you have to do is to understand some facts that we as manufacturers of quality paints have recognized for years. We believe that all of the facts have probably never been brought to the attention of the average paint buyer with sufficient clarity and emphasis. This booklet will present these facts—and then show you a simple, easy way to put them to work so that they will help you save money on your paint job.

Let us start off on the next page by looking first at the largest expense item in the cost of painting.



HOW TO SAVE TIME



quality paint is used that not only looks better and lasts longer but is also designed to save painting time.

What percentage of savings in time would you, for

instance, estimate could be saved on your paint jobs

HOW MUCH FASTER will the job go when a high

by using a paint of this type?

As a matter of fact, it is not unreasonable to expect a saving in labor time which by itself will more than pay for the extra cost of the better paint. Bear in mind that there will also be other savings resulting from the use of a superior paint. So, if a saving in labor alone covers the added cost of the paint, all the other savings are "velvet" and result in direct reduction of the over-all cost of your painting jobs.

Just to have a figure to shoot at, here is a rule of thumb. If the use of a superior paint designed to save painting time reduces labor cost just 20%, the paint can cost up to 50% more and a savings will still result.





HOW COME?



What is it about a paint that saves labor time?

From a painter's point of view it is "the paint that goes on the fastest." He shouldn't have to work any harder, but he finds that his brush swings out further. His strokes are longer. And, without using extra effort, he finds he is making his strokes faster. When that happens, the painter knows he is using a paint that has good "flow," and that he will cover more area by the end of the day than he would using an ordinary paint.

In addition to speeding the work along by providing good "flow," this type of superior paint also "hides" better.

That means that the painter more easily covers the old paint, or the previous coat, with less working over. With each stroke the work moves ahead and the job gets done faster.

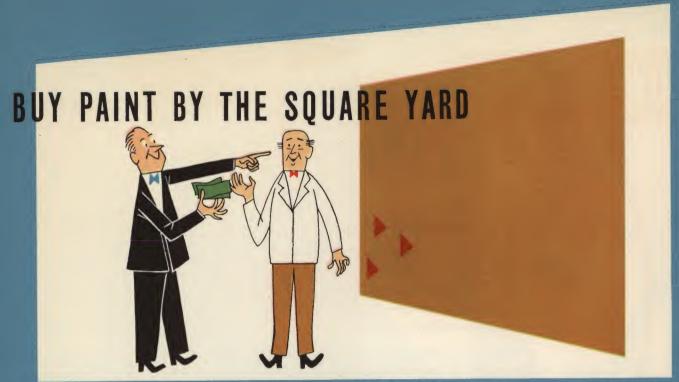
The painter also finds that a brushful of this paint covers more surface. This extra "yardage," as it is called, results in the brush spending more useful time applying paint and less idle time being dipped in the can. "Yardage" also saves costs by making the paint go further, and this will be our next point.

Those qualities of "flow," "hiding," and "yardage" are qualities a painter likes to find in the paint he is using because he knows he will not only do a better job, but will do it a lot faster, too.

These are the qualities that a superior paint made to save painting time has more of than does the best of other high quality paints. It is because of these qualities that we can state our first Money-Saving Fact:

MONEY-SAVING FACT NO. 1

The high quality paint designed to save painting time goes on the wall faster, resulting many times in savings which alone more than pay for the extra cost of the superior paint.



NOT BY
THE GALLON

Actually, you should have no concern about the relative cost of paint "in the can." You want to know the cost of paint "on the wall."

A major expense item of paint "on the wall," as we have seen, is the cost of getting it there. Hence, when one paint gets there faster than another, it is important that this cost factor be known and subtracted from the relative costs "in the can."

Now we are coming to a new cost factor - "yardage."

By use of extra, costly ingredients in paint . . . and by specialized knowledge and blending processes . . . paint can be made which not only saves painting time but also has qualities which result in extra "yardage."

You have seen how this extra "yardage" helps save labor time. In addition, extra "yardage" results in a gallon of paint effectively covering *more area*, and that is what you are buying: newly painted area.

An important point to keep in mind is that, here again, one good quality in a paint must not be achieved at the expense of another if the greatest possible over-all economies are going to be made in your paint job.



The extra "yardage" which the paint gives you must not only cover more area — but the paint must always effectively "hide" the previous coat.

Now, here is why extra "yardage" decreases painting costs.

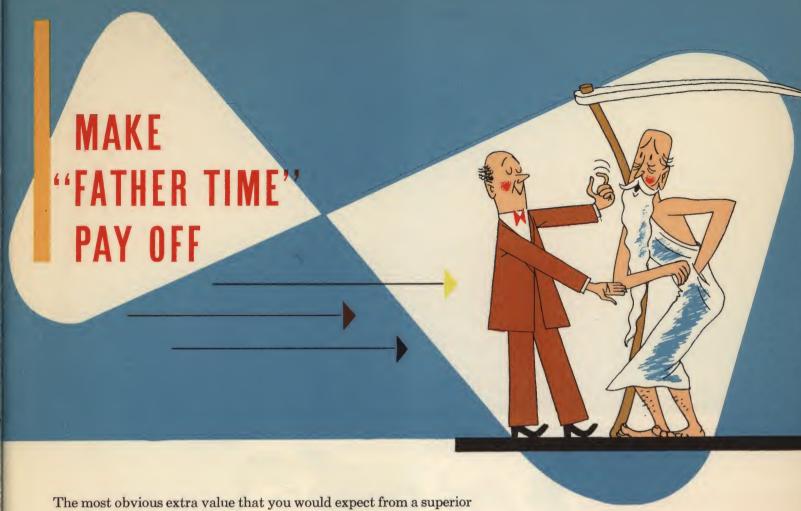
You have a certain number of square feet to cover. You are interested in the number of gallons needed to cover that area multiplied by the cost-per-gallon of the paint. You are not interested merely in the cost-per-gallon because you will find that you will be using more gallons of the lower-priced paint.

It has been proved, and your Barreled Sunlight representative can prove it to you, that Barreled Sunlight can many times effectively cover up to 20% more area than other paints.

Because of the difference in "yardage" between different quality paints our second Money-Saving Fact is:

FACT NO. 7

A high quality paint can be made to combine solid "hiding" with extra "yardage." A gallon of Barreled Sunlight, for example, often effectively covers up to 20% more area than a gallon of other high quality paints.



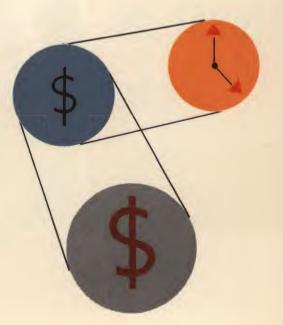
The most obvious extra value that you would expect from a superior quality paint is that it would last longer. You will not be disappointed, for when you pay a premium price for a paint you will usually find that it does last longer than an ordinary paint.

But watch out! Although it is relatively easy to make a paint that lasts longer than "ordinary" paint, it is difficult to do that and still retain superior qualities of "flow" and "hiding" and "yardage." In other words, you can get extra life — but you may not be getting the extra ease in application and the extra amount of square feet effectively covered per gallon that you have paid for.

And keep in mind that length of life is a relative term. Don't be satisfied with a paint that just "lasts longer."

Get the longest-lasting paint made — and a paint which also delivers all the other money-saving qualities in full measure.

A Barreled Sunlight paint job, for example, not only provides extra "slip," "hide," and "yardage" but also lasts longer because the paint has greater quantities of the more expensive ingredients skillfully blended and processed by our famous, secret Rice Process. The surface of the paint is smoother . . . easier to clean . . . and it stands up better under wear and repeated washings.



Let's be frank about this matter of long life. Above, we discussed the need of careful paint selection even when you are purposely buying a superior paint to serve long intervals between repainting. But, many times, even when he knows he should, it is difficult for a "paint job" buyer to look ahead and purposely buy a superior paint. Three or four years from now, who will question how the paint stood up under washing, or why the repainting is being done at three year intervals instead of four year intervals?

Just for example:

Paint A — repaint every 4 years

Paint B — repaint every 3 years

In twelve years with Paint B you have done one complete extra paint job.

In the long run you have lost money by cutting corners at the expense of quality.

There is an effective check test which you can use to prove the life of a paint before you change the brand of paint you have been using. This check test will be outlined further on.



When you are comparing the costs of paint "in the can," you are not using actual costs unless you know the difference in repaint intervals that result from the difference in paint price. One important element of that cost figure was shown above. There is another factor that can be costly and should also be carefully considered. That is the factor of "down time."

It is costly enough to repaint more often than necessary, but it is extra costly to lose income as well.

Hotel rooms, offices, stores and restaurant areas, hospital rooms, are not producing revenue when they are being repainted.

The superior paint will reduce the "down time" of income-paying areas because it lengthens the intervals between repainting. Be sure to keep this factor in mind when considering the cost of paint "in the can."

Because of the extra resistance which superior paint has to the effects of wear and washing over a period of time, our third Money-Saving Fact is:

FACT NO. 3

The better the quality of the paint the longer the interval between repainting. The difference between a three-year and four-year painting interval represents a 25% difference in your painting costs, year after year. In addition, the savings made by keeping income-producing areas on the job are an important deduction to make from the first cost of a superior paint. But keep in mind that all superior paints which deliver long life do not also provide labor savings in putting the paint on the wall.



Many times the paint buyer finds that he receives a special "extra dividend" by choosing a paint of balanced high quality. This "extra dividend" is the saving he makes by doing the job with one less coat than would be needed if he had used ordinary paint.

Many times, you will find on a repaint job where you expect to use 2 coats that a paint which has superior "hiding" qualities will do the job with a single coat. These "hiding" qualities, which we have already noted above, let the superior paint more effectively conceal or "hide" the old paint.

When you use one coat on a job where you expected to use two coats, you have immediately cut your labor cost in half, and, in addition, by using a paint which has a balance of good qualities, you have made the other savings in time which were outlined above.

This quality of "extra hiding" is the reason back of our fourth Money-Saving Fact:

FACT NO. 1

Paints with high "hiding" qualities require fewer coats to do the job. When this results in the use of one coat instead of two coats, you cut your labor cost in half.

THE TRUTH ABOUT



A little further on we will tell you how to make tests so that you can select the brand of paint that will give you the savings discussed above. They are the simplest yet most exacting tests known to the paint industry.

Obviously we point out the savings that are possible in a paint job, and then show you how to prove it, because we are convinced that Barreled Sunlight paints will win over any other paints with which they are compared. And they will.

You will find Barreled Sunlight paints unsurpassed in providing a balance of all good paint qualities.

They are not only made to give long life but also to do the job at a minimum labor cost.

The truth of the matter is that no other paint made can give you such a money-saving balance of superior qualities because Barreled Sunlight alone is made with the use of our exclusive, secret Rice Process. It is true that one reason Barreled Sunlight paints are of such quality is that we charge you enough so that there is no skimping on quality or quantity of the costlier ingredients. Whatever is needed to provide the best "flow," "hide," and "spread" is used unsparingly.

But, and here's the point, you can use all the finest, most expensive ingredients available and process them on the most modern of equipment — and still end up with a paint that does not give you the money-saving qualities you get from Barreled Sunlight.

The added factor that helps make Barreled Sunlight the most economical paint you can buy is the secret Rice Process which for over fifty years has defied analysis.

This famous process not only produces high-quality vehicles, used in paint manufacture, but also makes it possible to actually include in each gallon of paint greater amounts of those costlier ingredients which provide Barreled Sunlight's superior "flow," "hiding," and "yardage."

There would be no justification for the price we charge and the special high qualities in the paint we deliver, unless it produced, for our customers, an over-all paint job that costs less and looks better.

Inasmuch as we have been in business for over fifty years making high quality paint products, there is ample proof that Barreled Sunlight paints are, in the long run, the most economical you can buy.



Who is the authority for all the statements we have made? Why should you change your buying approach to a paint job because we print this booklet and show you how "flow" and "hide" and "spread" and washability and resistance to fading can reduce labor time and deliver to you extra "paint yardage"?

With our more than fifty years experience in the paint industry we could well set ourselves up as the authority. We can take you into our laboratories and show you how all the statements in this booklet have been proved again and again.

Better still, we can take you to old users of Barreled Sunlight: shrewd buyers of large quantities of paint every year who are continually testing one paint against another and who, for periods of fifteen, twenty, thirty years and more, have never changed from Barreled Sunlight.

Or, and this may be even more important, we can show you many large operations which have recently changed to Barreled Sunlight and have proved to their own satisfaction that it is the least expensive paint you can buy when figured in the continuing painting job that every commercial and institutional building requires.

The authority that we want you to look to, however, is not ourselves or our customers — it is YOU!



TEST...

There is no need to take anyone else's word for paint quality and for the savings you get by using a superior paint.

At the beginning of this booklet we promised you a simple, easy test to prove all the statements we would make. Here it is:

Test Barreled Sunlight on your own walls against any other paint. You can see the results. You can time the results. And you can measure the results — in dollars.

SQUARE FOOT

This is a simple way to test two paints for both the length of time, i.e., labor cost, and the quantity of paint, i.e., paint cost, required to do your paint job.

Take a gallon of any good paint and a gallon of Barreled Sunlight. Thin according to directions on the cans. Have the same painter use each on different walls or in two rooms of similar size and watch how much further Barreled Sunlight goes.

In addition, notice the difference in appearance and hiding power after drying overnight. This will also be your check on whether a one-coat job will do.

If you make this easy test, you will be thoroughly convinced that Barreled Sunlight... even though it costs more per gallon... will give you a better-looking paint job for less money than any other paint.

THE
"CONTROL SAMPLE"
TEST

If you do not plan any immediate painting but would like evidence of how Barreled Sunlight "stands the gaff," a sample can be applied at your direction in an inconspicuous spot. When the room or area needs repainting, compare your present paint with the Barreled Sunlight "control sample." You'll find its surface still strong... its sheen still true... good for many additional months and even years.

WHERE DO YOU COME IN?

The most important element in making the savings we have discussed is *YOU*.

We have not asked you to take any of the statements in this booklet on faith. They can all be proved and you can test and prove them to your own satisfaction. The tests cost little. The saving that can result may be considerable.

But it is up to you to discard any past practice of asking, "How much does the paint cost per gallon?" and change to asking, "What is the lowest priced paint on the wall?" Then you are on the road to making the four Money-Saving Facts listed below go to work for you:

FACT NO. 1

The high quality paint designed to save painting time goes on the wall faster, resulting many times in savings which alone more than pay for the extra cost of the superior paint.

FACT NO. 7

A high quality paint can be made to combine effective "hiding" with extra "yardage." A gallon of Barreled Sunlight, for example, will effectively cover up to 20% more area than a gallon of other high quality paints.

FACT NO. 3

The better the quality of the paint the longer the interval between repainting. The difference between a three-year and four-year painting interval represents a 25% difference in your painting costs, year after year. In addition, the savings made by keeping income-producing areas on the job are an important deduction to make from the first cost of a superior paint. But keep in mind that all superior paints which deliver long life do not also provide labor savings in putting the paint on the wall.

FACT NO.

Paints with high "hiding" qualities require fewer coats to do the job. When this results in the use of one coat instead of two coats, you cut your labor cost in half.

LET US HELP

There is a trained Barreled Sünlight representative in your territory who will gladly be of help to you in reducing your painting costs. He will help you set up the tests outlined here. He is also ready to advise you on the selection of colors and types of paint and its proper application. Let him help you save money on your next paint job.



SHERRY-NETHERLAND HOTEL New York, New York



NORTHERN STATES POWER CO.
Minneapolis, Minnesota



DETROIT TUBERCULOSIS SANATORIUM, Detroit, Michigan.



UNION HOSPITAL, Fall River, Massachusetts

A FEW OF THE MANY LONG-TIME USERS OF BARRELED SUNLIGHT

Shown on these three pages are photographs of institutions and commercial buildings which are typical of such buildings in every city and town throughout America. They are all users of BARRELED SUNLIGHT.

Buildings such as these have helped us build the 50-year background of specialized experience which enables BAR-RELED SUNLIGHT representatives to prescribe the products, finishes and colors which will best meet your particular requirements and give you a better-looking, longer-lasting paint job at lowest cost.

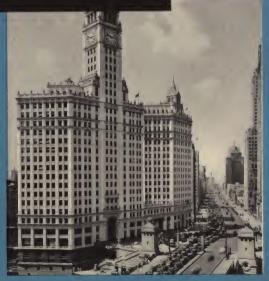
We are deeply grateful to the BARRELED SUNLIGHT users featured on these pages for permission to use their names and to reproduce photographs of their fine buildings.



ROGERS, INC., Florence, Alabama.



KAUFMANN'S, Pittsburgh, Pennsylvania.



WRIGLEY BUILDING, Chicago, Illinois.



HOTEL KEENAN, Fort Wayne, Indiana.



VIRGINIA INN, Winter Park, Florida.



EMORY UNIVERSITY HOSPITAL, Atlanta, Georgia.



NOTRE DAME HIGH SCHOOL, West Haven, Connecticut.



HUNTINGTON HOUSING PROJECT, Alexandria, Virginia.



RHODE ISLAND HOSPITAL, Providence, Rhode Island.



THE AMBASSADOR, Atlantic City, New Jersey.



MONTGOMERY BUILDING, Spartanburg, S. C.



EASTLAND HOTEL, Portland, Maine.



STATE BANK OF ALBANY, Albany, New York.



LIDO POOLS BUILDING, Palm Beach, Florida.



McDONOGH SCHOOL, McDonogh, Maryland.



SELWYN HOTEL, Charlotte, No. Carolina



DUPONT PARK APARTMENTS, Washington, D. C.



PROVIDENT MUTUAL LIFE INSURANCE CO., Philadelphia, Pennsylvania.



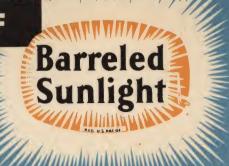
SECOND NATIONAL BUILDING, Akron, Ohio



CHRONIC HOSPITAL, Montgomery County Infirmary, Dayton, Ohio

THERE'S A CORRECT TYPE OF

FOR EVERY INSIDE AND OUTSIDE USE



DECORATIVE INTERIOR PRODUCTS

WALL FINISHES AND PRIMERS

Flat Wall Finish (white, 10 colors) Matte Finish Flat (white only but can be tinted) Partial Gloss Finish (white, 10 colors) Eggshell Wall Finish (white only but can be tinted) Stippling Wall Finish eggshell and flat finishes) (white only Primer Sealer (for priming and sealing interior plaster) Acoustolight' (for acoustical surfaces - white only but can be tinted) Interior Gloss Paint No. 560 (white, 4 colors)

ENAMELS AND ENAMEL UNDERCOATS

Chinaline* Gloss Enamel
(white, 12 colors)
Chinaline* Eggshell Enamel
(white, 8 colors)
Enamel Undercoat
(white only but can be tinted)
One Coat Enamel No. 580
(white only but can be tinted)
Porch and Floor Enamel
(black, 8 colors)

VARNISHES

Copalite* Varnish
(for high grade general work)
Floor Varnish
(for floors and heavy duty work)
Transparent Varnish
(for interior woodwork, trim, etc.)

HEAVY DUTY INTERIOR PRODUCTS

The finishes and primers in this section are for heavy duty maintenance use in kitchens, laundries, boiler rooms, laboratories and similar "service areas" and for the maintenance of machinery and other equipment.

HEAVY DUTY FINISHES

Chinaline* Gloss Finish White
Super Hiding* Interior White
(gloss, eggshell, flat)
Industrial Interior White
(eggshell, flat)
Chemic Enamel*
(for heat and fume conditions — gloss and eggshell finishes)

Gloss Dado Paint
(for dado and trim work)
Liquid Aluminum
(for interior and exterior use)
High Heat Resisting Aluminum
(for interior use only)
Maintenance Black
(for interior and exterior use)

HEAVY DUTY PRIMERS

Heavy Duty Undercoat
(for use under Chinaline* and Super Hiding*
Whites)
Industrial Undercoat
(for use under Industrial Whites)
Interior Granolith*
(for priming unpainted masonry)
Rice's* No. 65 Reducing Oil
(for use with Interior Granolith*)
Red Oxide Anti-Corrosive Primer
(rust-inhibitive metal primer)

MACHINERY AND EQUIPMENT

Oxidized Machine Enamel
(black, 5 gloss colors)
One Coat Machine Enamel
(black, 5 gloss colors)
Standard Machine Tool Gray
(eggshell finish — light, dark grays)
Safety and Piping Colors
(7 gloss colors for safety coding)

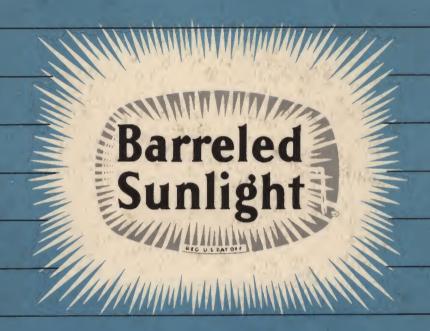
EXTERIOR PRODUCTS

EXTERIOR FINISHING COATS

Self-Cleaning Outside White No. 134
(not to be tinted)
266 Outside White
(for use in white or tints)
Outside Body and Trim Colors
Outside Granolith*
(for exterior masonry — white only but can be tinted)
Liquid Aluminum
(for interior and exterior use)
Maintenance Black
(for interior and exterior use)
Porch and Floor Enamel
(black, 8 colors)
Chinaline* Gloss Enamel Colors
(black, 11 colors)
Spar Varnish

EXTERIOR PRIMING COATS

Outside Undercoat
(white only but can be tinted)
Red Oxide Anti-Corrosive Primer
(rust-inhibitive metal primer)



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